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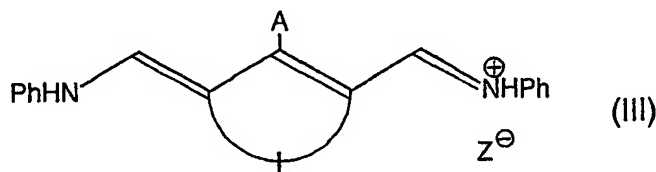
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(54) Title: PROCESS FOR THE PRODUCTION OF MESO-SUBSTITUTED CYANINE DYES



(57) **Abstract:** A single-step process for the  
production of meso-substituted cyanine dyes is  
provided comprising the reaction of a dye (III), with  
(a) a methylene compound (IV) or (V) or a quaternary  
salt (VI) or (VII) and (b) a compound selected from  
functionalized (hetero)aromatic compounds Ar-B,  
saturated cyclic amines (IV) and heteroaromatic  
compounds (V).

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